

Contact: Jodi Golden | Indiana Education Savings Authority | 317-650-3584 | jgolden@tos.IN.gov

Hoosier 529 Savers Receive \$215,000 in Free Money!

Additional savings provided through Upromise Rewards program

Indianapolis, IN – (December 30, 2008) – State Treasurer Richard Mourdock, Chairman of the Indiana Education Savings Authority (IESA), announced that Hoosier parents who have an Indiana CollegeChoice529 Savings Plan and Upromise Reward accounts received an additional \$215,000 for their children's college education.

“Hoosier parents participating in Indiana's CollegeChoice plans with Upromise Rewards are realizing the financial benefits of saving for their children,” explained Treasurer Mourdock. “In these difficult financial times, it's tough to save and we're offering a way to receive “free money”. You can't get a better deal than that!”

In September, the Indiana Education Savings Authority re-launched its CollegeChoice 529 savings program and introduced Upromise Investments as the plan administrator. Upromise rewards is a free service that lets you get back a portion of your qualified spending when you shop at thousands of participating retailers and restaurants. You can also have your Upromise rewards savings automatically transferred to your CollegeChoice 529 account when you link your accounts.

“Twelve-hundred Hoosiers received an average of \$180 in their Indiana CollegeChoice 529 accounts. This was free money! All that was required of these account owners was to register their credit cards with Upromise.com and then continue living life like normal. Purchases made at the grocery store, the hardware store, and restaurants all served to help save money for college.”

Participants in either CollegeChoice Direct or the CollegeChoice Advisor plan are eligible to participate with Upromise Rewards.

Finally, Hoosier parents are still eligible to receive a tax credit of 20% up to \$1,000 on their Indiana state taxes for contributions made to CollegeChoice 529 or CollegeChoice Advisor accounts.

For more information on the new CollegeChoice 529 Direct and CollegeChoice Advisor 529 Savings Plans, please visit www.collegechoiceplan.com.

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